

Paper Code: MBA-042

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MBA
(SEM IV) EVEN SEMESTER EXAMINATION, 2015-16
CORPORATE GOVERNANCE, VALUES & ETHICS

[TIME: 3 hrs]

[Max. Marks: 100]

Note:- Attempt all questions. All questions carry equal marks.

1. Write short note on any four of the following: -

[5×4=20]

- (a) Code of Corporate Practices
- (b) Corporate Social Responsibility & Corporate Social Reporting.
- (c) Mergers & Acquisitions.
- (d) Brand Building.
- (e) Supply Chain Management.
- (f) Diversification & its types

2. Attempt any two parts of the following: -

[10×2=20]

- (a) Define the term Corporate Governance and discuss the need for Corporate Governance.
- (b) Discuss the agents of Corporate Governance. What benefits it provides to the society at large?
- (c) Describe the various issues in corporate governance. In what ways the organizations can lead to 'Good Corporate Governance'?

3. Attempt any two parts of the following: -

[10×2=20]

- (a) Explain the various ethical theories and approaches of corporate Governance in detail.
- (b) Discuss the power and responsibilities of Board of Directors in ensuring corporate governance practices.
- (c) It is a prerequisite to understand the Corporate Governance system worldwide in the era of Globalization. Explain why?

4. Attempt any two parts of the following: -

[10×2=20]

- (a) How different stakeholders of organization can be benefited by Corporate Disclosure. Why is it important to protect the investors' interest in India?
- (b) Discuss the importance of value system in managing ethics. Describe various values from Indian Scriptures which could have an impact on business.
- (c) What do you understand by Intellectual property? Describe different work which comes under the category of intellectual property & their respective intellectual rights with examples.

5. Attempt any two parts of the following: -

[10×2=20]

- (a) Discuss the nature of capitalist market system. What the various ethical issues in capitalist market system?
- (b) What are the ethical concerns which should be taken care by the marketer? Explain several ethical & social issues in advertising.
- (c) Explain the Psychological expectancy model in reference with ethical HRM practices.